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Experience the souvenir fun of the 60s & 70s again, for the first time...

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Club-A-Rama Week 52:

LAWRENCE WELK

Thomas Organ promotion

1967



"Ah one, and ah two..." It's **LAWRENCE WELK!**

Lawrence Welk (1903-1992), born in the German-speaking community of Strasburg, North Dakota, was an American bandleader who hosted *"The Lawrence Welk Show"* from 1955 to 1982. His style came to be known as "champagne music". His parents emigrated to America in 1892 from a German-speaking area of Russia (now part of the Ukraine.)

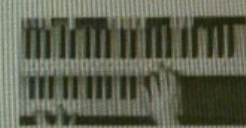
In the 1960s the Thomas Organ Company was at the height of its popularity. The company became the importer of the English-made Vox combo, the electronics of which would turn up in Thomas models. Thomas also took over manufacturing rights of the Moog synthesizer and enjoyed heavy celebrity endorsement from the likes of Lawrence Welk, whose organist Bob Ralston both played a Thomas organ on *"The Lawrence Welk Show"* and on tour at organ and piano shops to demonstrate the greatly improved tonal quality of the new models.

In 1968 Lawrence Welk had a high-end model Thomas Organ named after him: the Lawrence Welk spinet model.





"We like the Thomas Organ best," says Lawrence Welk.



Thomas


THE THOMAS ORGAN COMPANY

10000 Wilshire Blvd., Suite 1000
Beverly Hills, California 90210

1-800-828-8888

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Music



without tears.

We constantly receive letters from parents who feel, as I do, that music is a vital part of every child's education. Most of them face the age-old problem—getting their youngsters to practice. With a Thomas Organ at home, youngsters need little urging to practice—it's fun from the start. Thomas' invention, Coloco, adds to the fun and ease of learning. This remarkable innovation lights the organ keyboard, to show the right notes, even the correct chords to play. You can duplicate the sounds of any instrument—all on the Thomas Organ. It's possible to achieve a really professional sound on this truly professional instrument—and without long years of study. What a wonderful way to introduce youngsters—and the whole family to the beautiful world of music! Everyone, from toddlers to grandparents can play and enjoy their favorite songs. A Thomas Organ will bring a lifetime of pleasure to the entire family. The cost is as little as \$15 a month after normal down payment. The Thomas Organ people have made a record demonstrating some of the thousands of novel, beautiful and exciting musical effects that are possible on this wonderful instrument. May we send you a copy? This is truly a great way to "keep a song in your heart."

Lawrence Welk

To: Lawrence Welk
P.O. Box 5225
Hollywood, California 90216

Enclosed is \$6. Please send me the Thomas Organ demonstration record.

Name _____
Address _____
City _____
State _____ Zip _____

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The **LAWRENCE WELK** moldset is unnumbered, which would place it in my numbering system as 1967 or later. This dovetails nicely with some Lawrence Welk/Thomas Organ advertisements I found dated from 1965 through 1967, and a youtube video from 1965 with Lawrence Welk introducing the Thomas Organ played by Bobby Ralston on the show.

Thomas Organ went out of business in 1979.

Disclaimers: The color and/or exact condition of the MOLD you get in the CLUB-A-RAMA may or may not be as shown. Not for children under 3.

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<http://www.facebook.com/pages/MOLDVILLE/156515454416041?success=1>

If YOU would like to own this very moldset (and perhaps even include a fully operating MOLDVILLE machine to go with it) so you can reissue your own souvenirs from 50 years ago, please email MoldvilleMachine@gmail.com TODAY - before someone else beats you to it!

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